

Green Business In Illinois



Illinois Green Business Association

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October 28th, 2011

GGCC Colleges and Universities Symposium

Agenda

- What is the Illinois Green Business Association?
- How Do We Help Businesses Go Green?
- Why Certification?
- Green Business Throughout the State
- Benefits Beyond Business

What is the Illinois Green Business Association?

- 501(c)(3) Non-Profit Organization
- Mission: help Illinois businesses realize the **economic and environmental benefits** of green business practices.
- Offers a green business certification program along with implementation and promotional services.



Why should businesses integrate sustainability?

Five Core Reasons:

- **S** - Save and manage resources and money
- **M** - Market your green practices credibly
- **A** - Act to make a positive change in your community
- **R** - Reduce overall waste
- **T** - Tell your story and teach others to be more sustainable in everyday life

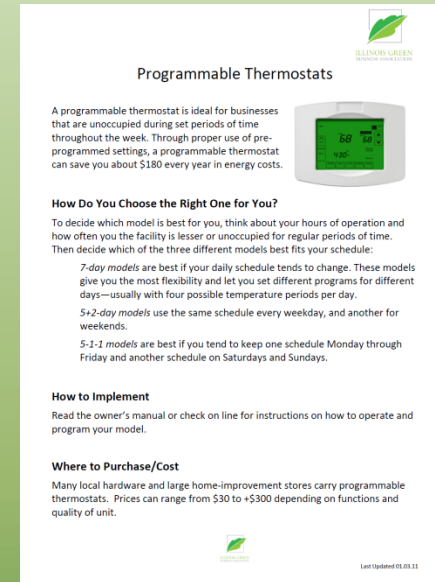
How Do We Help Businesses Go Green?

- Certification Standards
 - Nine Areas of Certification
- Rooted in Conservation and Efficiency Principles
 - Designed to increase **cost savings** and decrease unnecessary waste and pollution.
- Focuses on Daily Practices and Equipment



How Do We Help Businesses Go Green?

- Implementation Assistance Services
 - Resource Documents
 - Hands-on Help
- Connections to Existing Programs
 - SEDAC Energy Audits
 - Utility Company Incentives and Local Rebates



How Do We Help Businesses Go Green?

- Recognizing and Promoting the Efforts of Green Businesses



B. Lime - A Green Store

has achieved
Green Business Certification
by meeting or exceeding program standards in:

B. Lime is a Certified Green Business Because:

- They recycle paper, plastic and aluminum
- They sponsor local events that regard sustainability
- They offset a portion of their carbon emissions using Carbon Fund

Support Local Green Businesses!

Body N' Sole
1317 Dunlap Ave, Savoy (217) 356-8926

Ippatsu Salon
122 N. Neil St, Champaign (217) 356-6547

Boltini Lounge
211 N. Neil St, Champaign (217) 378-8001

That's Rentertainment
516 E. John St, Champaign (217) 384-0977

Common Ground Co-Op
Lincoln Square Village, 300 S. Broadway, Urbana (217) 352-3347

Marcy McAnally State Farm Insurance
900 S. Mattis Ave, Champaign (217) 356-2722

International Society of Arboriculture
P.O. Box 3129, Champaign (217) 355-9411

Listed businesses certified as of January 2011

What is the IGBA?
The Illinois Green Business Association (IGBA) is a 501c3 tax-exempt non-profit organization that assists businesses in reducing their ecological foot-print by attaining green certification.
www.illinoisgba.com

Find us on Facebook
follow us on twitter

B. Lime - A Green Store

12 E. Washington St,
Champaign
(217) 359-5741
www.blimegreen.com

B. Lime has always been conscious of environmentally-friendly product alternatives, hosting educational events on living a greener lifestyle.

CERTIFIED GREEN BUSINESS

B. Lime:

- ✓ Eliminated the use of plastic checkout bags and offers recycled paper bags only when needed
- ✓ Recycles glass, plastic, and aluminum
- ✓ Turns off lights when not in use and installed dimmable ballasts to take advantage of daylight
- ✓ Uses high efficiency LED exit sign
- ✓ Encourages its employees to take alternative transportation to work by offering incentives
- ✓ Uses multi-purpose cleaners
- ✓ Uses unbleached/chlorine free paper products
- ✓ Has materials printed using soy-based inks
- ✓ Provide ridesharing information on carpooling, bicycling, walking and public/mass transportation
- ✓ Holds Educational Workshops for community members

B. Lime offers eco-friendly and socially conscious product alternatives that you would usually find only in bigger cities or on the web. B. Lime provides high-quality home and kitchen, baby products, beauty products, books, and gifts.



Business Spotlight

International Society of Arboriculture

Champaign, IL | Certified: July 2010



- ✓ **Saved energy and money** through upgrading their lighting from T12 bulbs to T8s – saving about **\$300/month!**
- ✓ **Recycles** glass, plastic, paper, batteries and inkjet cartridges
- ✓ **Conserves** water through dual flush toilets and faucet aerators
- ✓ Sustainability- focused “**Lunch and Learns**” for over 35 employees
- ✓ Entered **Sustainable Sites program** as a pilot business to increase their sustainability on their property

Why a Certification Program?

- Fosters business leadership
- Collaboration across non-traditional sectors
- Framework for being sustainable
 - Metrics and sustainability tracking
 - Reduces and manages resource use
 - Flexible action plan with tangible goals



Why a Certification Program?

- Community Benefits
 - Education
 - Business
 - Community
 - Higher Education
 - Reduced Commercial Sector Impact
 - Healthier, Engaged Communities
 - Economic Development

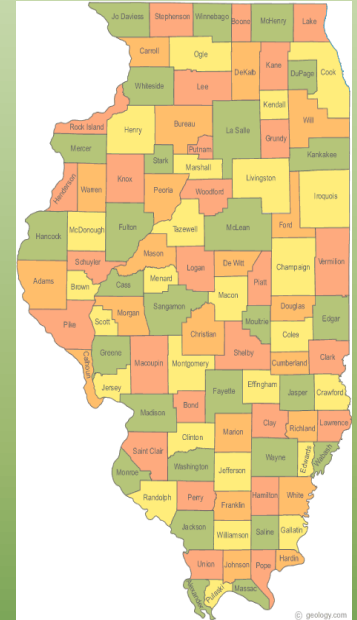
Looking to California:

Legislation being passed states that the California Green Business Program:

- **promotes improved community health outcomes, economic vitality, sustainability, and green jobs.**
- **provides small businesses with a level and quality of consultation on environmentally preferable business practices to which small businesses otherwise may have limited access.**
- **can save businesses money through coordinating with funding opportunities for efficiency upgrades and long-term savings associated with decreased utility bills.**

Green Business Throughout the State

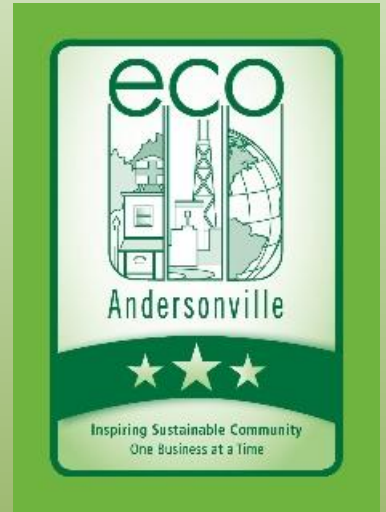
- Localized certification program model
- Bloomington-Normal
 - Illinois State University and the Economic Development Corporation of Bloomington-Normal
- Quincy
 - Community Economic Development of Extension
- Future Partners



ILLINOIS GREEN
BUSINESS ASSOCIATION
www.illinoisgba.com

Green Business Throughout the State

- Examples of Local Programs
 - Eco-Andersonville - Chicago
 - Green Business Initiative – Lincoln Park
 - BASE – Business Alliance for a Sustainable Evanston
- Goal: To connect these efforts under a state-wide, well understood standard



Benefits Beyond Businesses



Higher Education Collaboration

- 880 students directly and indirectly
 - 25 interns since July of 2010
- Three Areas of Focus:
 - Sustainable Business Solutions Consultant
 - Marketing
 - Educational Programming
- Benefits
 - Green Job Training
 - Integration of Sustainability throughout conc
 - Marketing
 - Renewable Energy



Higher Education Collaboration

- Course Integration of Green Business
 - LINC Course
 - Graphic Design
 - Accounting/Finance
 - Marketing and Advertising
- Research and Development
 - Green Business Research and Metrics Collection Low
 - University of Illinois – LINC Course
 - IL State University – Center for Renewable Energy



Additional Sector Benefits and Applications

- Commercial
 - Increase bottom line
 - Competitive market edge
 - Community Education
- Academic and Higher Education
 - Leadership in research in green practice field
 - Service-learning opportunities for students
 - Community Colleges: hands-on applicability



Additional Sector Benefits and Applications

- Government
 - Better understand needs of commercial sector
 - Economic development benefits
- Utility
 - Market and apply efficiency programs
- Community
 - Reduced commercial sector impact



How does Green Business Affect Various Sectors?

Green Business Panel

